1

ABSTRACT

A method and system for improving the quality of original metadata associated with media on a computer network, such as multimedia and streaming media, includes analyzing each field of the URL of the multimedia and streaming media. Each field is analyzed to identify new metadata associated with that field. Identified new metadata is added to the original metadata. In another embodiment, the fields in the URL are reorganized in reverse order and metadata associated with a prefix of fields of the reorganized URL is added to the original metadata. In yet another embodiment, the contents of the field next to the prefix of fields is used to improve the quality of the original metadata.